



GOLDEN ANNIVERSARY



1908-1958

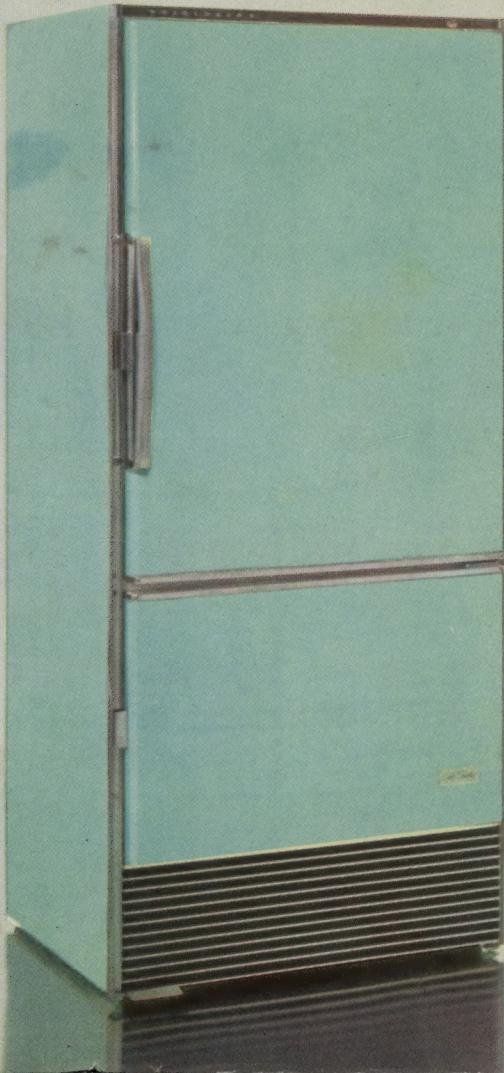


*Presenting Golden Anniversary Models  
Celebrating 50 Years of  
General Motors Leadership*

# 1958 FRIGIDAIRE APPLIANCES

*Styled with the NEW SHEER LOOK...PLUS*

DESIGNED TODAY FOR BETTER LIVING TOMORROW



**THANK YOU AND  
CONGRATULATIONS!**

This year, especially, you have made a wise choice in selecting a Frigidaire Product for your home. For in 1958, you get the new Sheer Look...*Plus* the greatest values for your dollar in Frigidaire history!

Look through this booklet right now and meet the rest of America's most *beautiful* products for the home. Each one is dressed in the new Sheer Look—the sensational fashion "first" that keeps you in style *and* in step with the future.

Notice that each has its own individual beauty that looks entirely at home in any household, old or new. Yet, thanks to the new Sheer Look, they're style-matched for each other.

That's why you can add other new Frigidaire Products, as and when you please—and always be sure they will "go together" to give that *custom-planned* look.

But why wait? Pick out the other new Frigidaire Products you'd like, then see your friendly Frigidaire Dealer right away!



NOW, MORE THAN EVER,  
AMERICA'S FAVORITE  
REFRIGERATOR . . .

ALL NEW

## FRIGIDAIRE REFRIGERATORS

More beautiful than ever on the *outside*, crammed full of surprises on the *inside*. Most models are a 2-in-1 combination—roomy refrigerator and real food freezer in one compact cabinet.

In Cold-Pantry models, even frozen foods roll out. Ice service, always a Frigidaire specialty, is simply a matter of touch-and-take with a new "Flip-Quick" Ice-Ejector.

And that big, bountiful Pantry-Door—it's almost *another* refrigerator itself! Colors, too, on some models, sold by Frigidaire at *no extra cost*.

This year, America's favorite Refrigerator comes in sizes and styles to fit every kitchen—at prices to please *every* pocketbook.



**NOW, EASIER-THAN-EVER,  
"FLIP-QUICK" ICE-EJECTOR**

Another Frigidaire "first" and another Sheer Look "Plus." So simple, it's actually fun. No ice pick needed, no travels to the sink, no more chipped fingernails. Instead, just turn Ice-Ejector tray upside down and slide it in. Then flip the handle and down come the cubes "frosty dry," into a party size, Instant Ice Server.

**ROLL-TO-YOU SHELVES**

Most *usable* shelf in all the world. Puts all foods in sight, within easy reach. No peeking or groping—no "tip-overs" reaching for "back-shelf" bottles. "4-square" design makes *every square inch* store its share. *Easily* removed for cleaning.





**GIANT PICTURE WINDOW  
HYDRATOR WITH NEW  
MOISTURE CONTROL**

Keeps fresh fruits and vegetables at the exact degree of moist-cold *you* want. Tilts down waist high for easy picking. Flip-Top Latch opens lid when your arms are full.

**SHEER LOOK STYLED WITH  
"PLUS" FEATURES GALORE**



Makes shopping a once-a-month affair—makes meal planning a breeze instead of a chore. Keeps hundreds of pounds of food frozen in zero zone cold. Upright Models have such features as "see-thru" Grille Fronts; rolling basket-drawer for bulky storage, removable door shelves and many more. Spacious Chest-Type Models, too, all powered by the Meter-Miser that delivers cold so economically and dependably.

**FRIGIDAIRE UPRIGHT  
FOOD FREEZERS**

*Look for the PLUS with the new SHEER LOOK!*



NEVER BEFORE . . .  
ELECTRIC RANGES SO EASY TO  
USE, SO EASY TO CLEAN!

NEW **FRIGIDAIRE**  
**ELECTRIC RANGES**

So talented, they take over most of your cooking cares. A new Easy-Clean Automatic Control Panel with Glare-Free lighting makes finger-tip controls *and* directions as easy to see as your TV screen *and* every knob lifts off for a "clean sweep" across the panel!

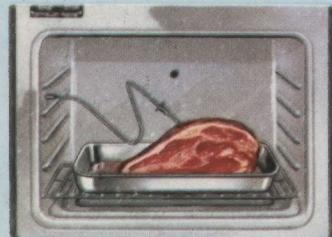
A Heat-Minder unit that lets you cook without looking—won't let even unwatched bacon burn. And a Speed-Heat unit that makes tea kettles whistle in jig time. And a new kind of Automatic Cook-Master, as simple to set as your watch, that bakes, roasts, even barbecues while you're miles away.

**Styled with the Sheer Look—Plus** to match the other new Frigidaire Appliances, these good-looking, good-cooking ranges come in all sizes, in every price range. Some come in color and all are finished in wonderful Porcelain Enamel that cleans like china!



#### **EXCLUSIVE FRENCH DOOR OVEN**

No more "arms-length" cooking. Just open either door, and both swing out, then back out of the way. Lets you get as close to your cooking as you like!



#### **NEW AUTOMATIC MEAT TENDER THERMOMETER**

Yours for dial-and-it's-done roasting! No need to peek or probe, no more guessing when roast is done. Buzzes constantly till you turn it off.

#### **NEW RADIANT WALL BROILER GRILL**

So spatter-free, you could broil 100 times and never need to clean the oven! Grease and spatters stay in the pan, not on oven walls of the Custom Imperial model. Does superb char-broiling every time. No shifting of oven shelves, just *dial* the doneness you want *before* you broil!

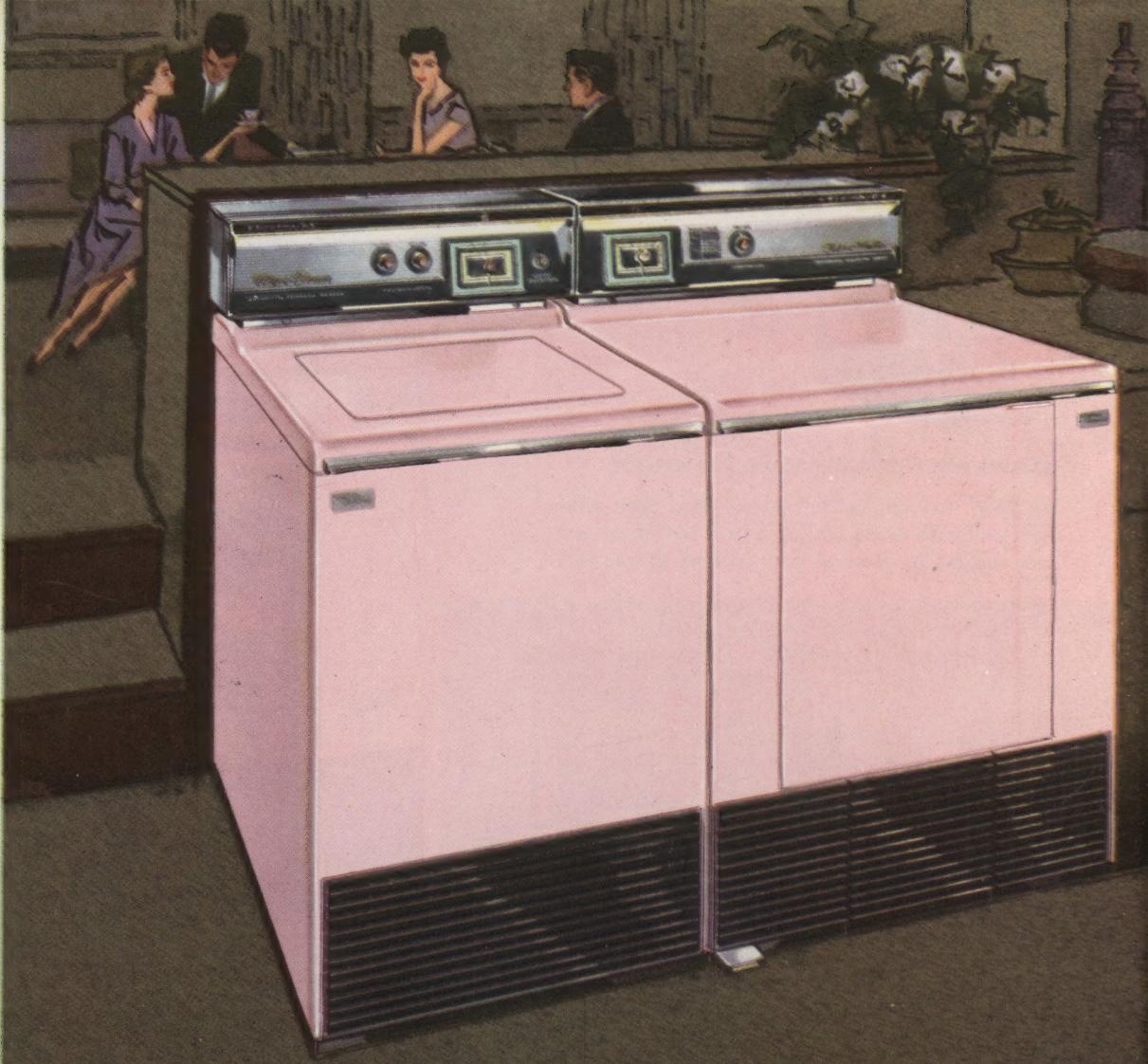


**Look for the PLUS with the new SHEER LOOK!**

**NOW  
FROM  
FRIGIDAIRE**

**THE GREATEST  
DEVELOPMENT  
IN THE  
HISTORY OF  
HOME LAUNDERING!**

1958 Frigidaire Ultra-Clean Automatic Washer and Matching Fabric-Master Dryer make the world's fastest, "cleaningest," "savingest" Laundry Pair!





Washes everything from denims to "delicates" with just one setting of dials. Choice of Wash and Rinse water for *all* fabrics; 2-cycle Automatic Load Selector, Easy-View Control Panel and more.

**Plus**—New Built-in Suds-Water-Saver that lets you cut washday costs almost in half!

\*In tests of six leading automatic washers under controlled laboratory conditions. Tested and verified by U.S. Testing Co., Inc. Reports #29123 and 29123-A, dated May 2 and May 10, 1957.

## NEW '58 FRIGIDAIRE AUTOMATIC WASHER WITH PATENTED 3-RING AGITATOR



- FOR CLEANEST CLOTHES!
- FOR LINT REMOVAL!
- FOR DRIEST SPIN!

by UNITED STATES TESTING CO., INC.  
—largest, most diversified testing organization of its kind in the world. Founded 1880.



## NEW! EXCLUSIVE AUTOMATIC DYEING!

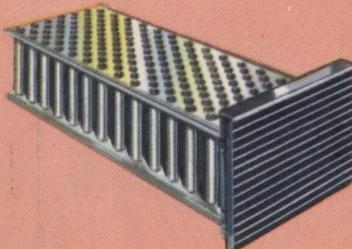
Easiest safest way known. Makes tinting as automatic as washing! Simply pour dye from package into exclusive Automatic Underwater Dispenser and set dials *once*. No boiling bother—no straining, streaking or spotting.

Look for the **PLUS** with the new **SHEER LOOK**!





**Exclusive Filtrator**—ends “steam bath” clothes drying *without one extra cent* for plumbing or venting! Catches and holds lint and objectionable moisture—keeps them *out of* drying room. In Custom Imperial models.



# NEW 1958 FRIGIDAIRE IMPERIAL FABRIC-MASTER ELECTRIC DRYER

**CUTS YOUR IRONING TIME BY HOURS  
WITH SENSATIONAL NEW “WRINKLES-AWAY”!**

Now in *all* '58 Frigidaire Dryers at no extra cost! Just turn the dial and wrinkles are erased like magic from “just-washed” man-made fabrics. Ends messy “drip-drying” on hangers—lets you dry skirts and suits right in the dryer. Built-in “Valet Service,” too—restores like-new, washables mussed by wear or storage!

PLUS—in the Imperial model—new Illuminated Easy-View Control Panel for “see-and-set” dialings; Automatic Time Control, choice of drying heats for all fabrics; new No-Heat setting—perfect for plastics and fresh-fluffing; Easy-to-Clean Lint Trap; Free-Way Air Flow for fast, fluffy drying and more.



**Look for the PLUS with the new SHEER LOOK!**



#### **SPACESAVING FOLD-BACK SURFACE UNITS**

Pull 'em down for counter-top cooking. Fold 'em back, even while hot, for extra counter space. Less than 6" deep when closed. Available in 24-inch and 48-inch wide assemblies plus choice of famous Frigidaire cooking units with Easy-View controls.



#### **ONE-PIECE BUILT-IN COOKING TOPS**

Luxurious convenience at your fingertips! Frigidaire Cooking Tops easily slip into standard base cabinets. Five-inch depth saves you loads more storage space. Frigidaire features include 6-inch or 8-inch RADIANTUBE units, Heat-Minder and Speed-Heat units.



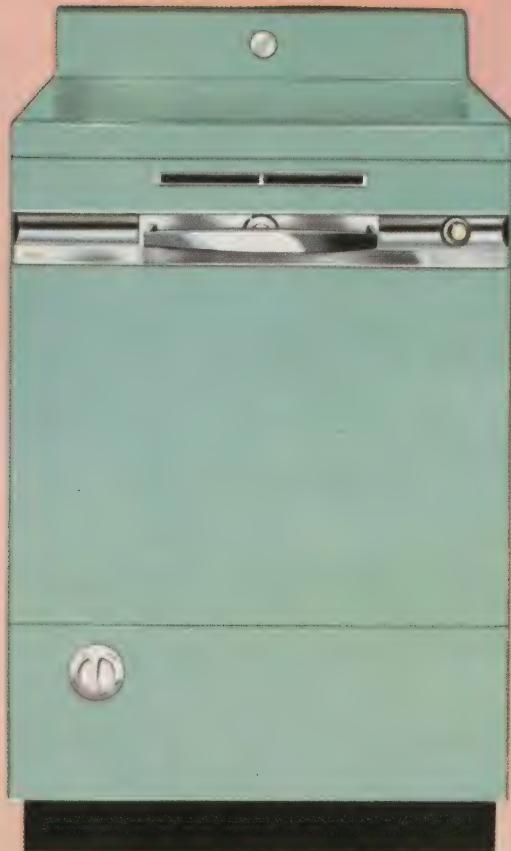
#### **EXCLUSIVE FRENCH DOOR WALL OVENS**



# **FRIGIDAIRE BUILT-INS**

**STYLE-MATCHED  
FOR COLORFUL KITCHENS  
WITH A FUTURE**

Only from Frigidaire! Center-opening doors to end "arms-length" cooking. And such a space-saver. When open, doors extend less than 10" into your work space. Competely automatic for every oven use, including rotisserie cooking, if you like. Plus wonderful Wonder Oven, two-ovens-in-one that broils and bakes at the same time. Easy and inexpensive to install without costly remodeling.



**KITCHEN CARES**  
**RINSE AWAY WITH**

## **FRIGIDAIRE** **DISHWASHERS**

Now, with the push of a button, you can save up to four-fifths of the time spent needlessly on the tiresome task of dishwashing.

Frigidaire Dishwashers with the Sheer Look give you so many desirable "plus" features.

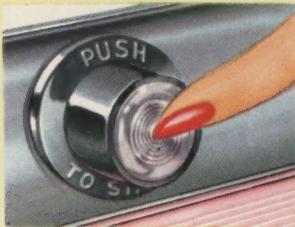
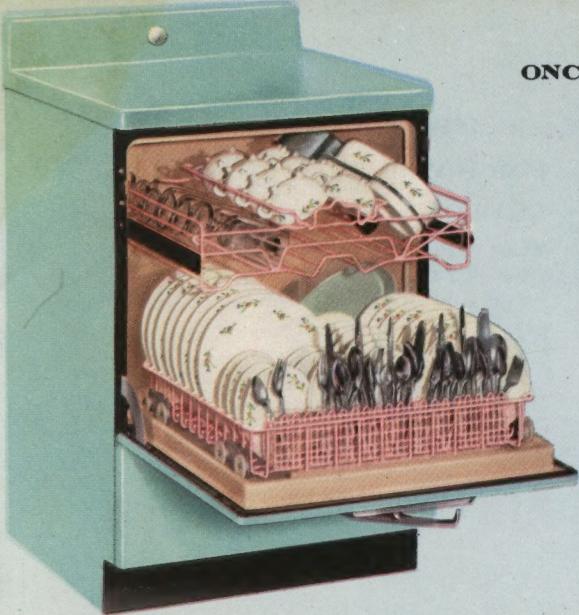
Completely automatic, you'll be amazed how they do the complete job of washing and drying everything—yes, even those greasy awkward, hard-to-clean pots and pans.

And an exclusive Frigidaire Radiantube Unit keeps the water piping hot to the very last dish.

Decide now to do away with tell-tale dishwashers' hands. If there are children in the family, they'll "want" to do the dishes when you make your selection from any of these models—Under-Counter—Portable—Freestanding Cabinet or Sink-Dishwasher Combination. Choice of colors too.

## ONCE-A-DAY DISHWASHING

The Frigidaire Dish-washer holds dinner service for eight, plus pots and pans. Makes dishwashing a once-a-day job for the average family.



### WASH DISHES— THE AUTOMATIC WAY

Load it, push the button—and walk away. Everything comes out spotless, completely dry.

### EGG ON PLATES WHISKED AWAY WITH TURBO-SPRAY

Turbo-Spray revolves 500 times a minute with 22 sweeping sprays of live, steaming water to wash and rinse everything sparkling clean!



## FRIGIDAIRE FOOD WASTE DISPOSER

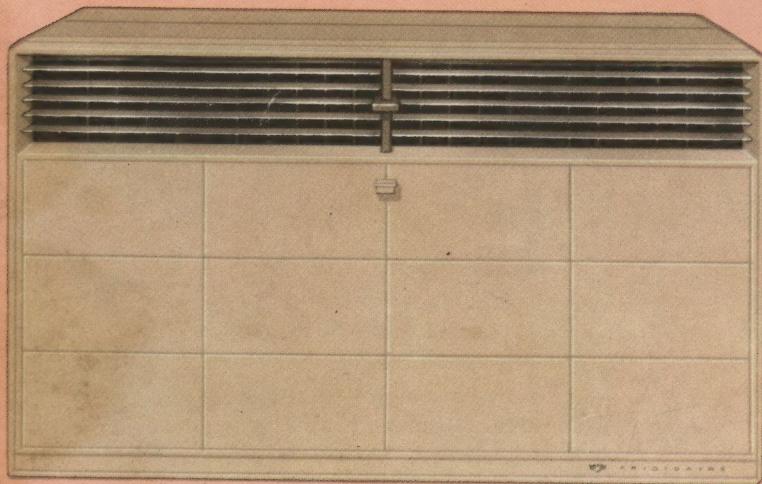
Quieter, faster, safer than ever. Leftovers of all kinds, corn husks, corn cobs, grapefruit rinds, bones, fruit pits—washed down the drain with a lightning-fast disposing action.



## FRIGIDAIRE WATER HEATERS

Got hot water problems? Here's the answer! Frigidaire Table-Top or Round models. 30- to 82-gallon capacity. Choice of galvanized or glass-on-steel tanks. Plus "Quick Recovery" models.





### VERSATILE ROOM CONDITIONERS

If you want to step into air conditioning gradually, budget-test the satisfaction of Frigidaire comfort with a low-cost Room Air Conditioner in one of your rooms. Styled with the Sheer Look silhouette and finished in smart two-tone beige, these modern comfort-makers provide cool, dry, filtered air automatically, quietly, abundantly. Powered by exclusive Frigidaire Super Meter-Miser and featuring Magic Guide Air Control. Choice of sizes and styles for window or through-the-wall applications.

FOR SHEER  
COMFORT  
THE YEAR ROUND - - -

## FRIGIDAIRE SUMMER-WINTER AIR CONDITIONERS



Leave it to Frigidaire to end your comfort worries—beautifully. For a full line of fashion-styled air conditioning and heating equipment permits selection of the perfect unit or system for *your* particular home. Wonderfully flexible, it lets you cool a single room, several rooms, or the whole house—or gives you modern heating, with or without air conditioning. Does it so cleverly, too, that you'll never miss the space it occupies, never cease marveling how care-free year-round comfort can really be!

## IT'S EASY TO ENJOY FRIGIDAIRE FULL-HOME CONDITIONING

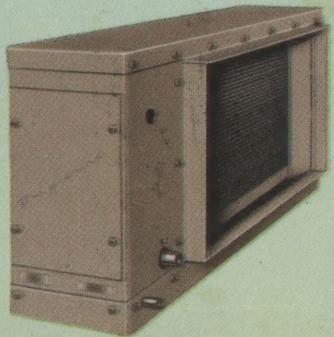
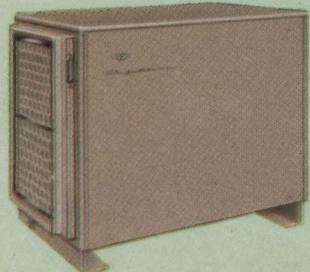
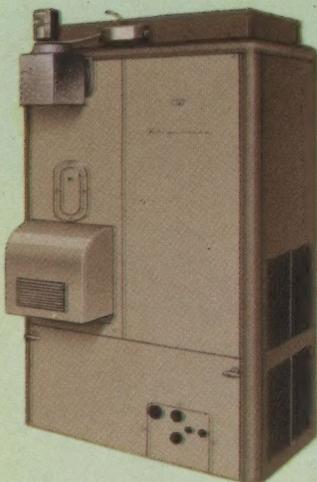
Frigidaire full-home conditioning—for summer, for winter, or for both—costs less than you think. And does more—for happier living the year round—than you perhaps imagine. Air conditioning units are offered in a variety of styles and capacities for supreme comfort

in hot weather—may be installed practically anywhere. Furnaces, using either gas or oil fuel, provide clean, quiet, economical warmth. Wide selection of models for installation in attic, basement, crawl space, closet, alcove, or open areas.



## FRIGIDAIRE "CUSTOM-COMFORT" LINE

Frigidaire offers a full line of versatile equipment in a variety of styles, sizes, and capacities. This includes Year-Round Conditioners in a single package; Cooling Coil-Blower Units; Air Flow Cooling Coils; Air-Cooled Condensing Units for remote installation and a complete selection of Furnaces for use with or without air conditioning.





# FRIGIDAIRE

A TRADITION  
OF QUALITY

For a generation and more, the familiar and welcome trade mark "Frigidaire" has been a "family favorite" with millions of American homemakers. The reasons why are simple.

First—a proud record of leadership in design and engineering that has meant ever new, ever better products for the home to serve you better, longer.

Second—an enviable reputation for good service by a nationwide network of ready-to-serve dealers. For example, more than 20 million refrigerating units have been built and sold by Frigidaire to date.

Add to these, the prestige and progress behind the great names of Frigidaire and General Motors that have produced the Sheer Look, and you'll see why you get the finest when you choose the favorite—

## FRIGIDAIRE PRODUCTS FOR THE HOME:



FRIGIDAIRE... BUILT AND BACKED BY GENERAL MOTORS